PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: David Beran DATE: March 16, 1992

FROM: Jeanne Bonhomme

SUBJECT: **Marketing Perceptions $13,900 Merit Ultima**

Project:
Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct three focus groups in Baltimore, MD for Merit Ultima.

Budget:
The cost of conducting this research is $13,900 ± 10% and will be covered by the 1992 Consumer Research budget.

Competitive Bid:
No competitive bids were obtained since Marketing Perceptions has the experience of conducting other qualitative research on Merit Ultima.

David Beran _____ Legal _____

DATE _____

Alejandro Lopez _____

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Source: https://www.industrydocuments.ucsf.edu/docs/gjmj0004